

Memo of Transmittal

To: M. Whitney Olsen

From: Leyna Slivka

Date: August 7th, 2024

Subject: Transmission of Compressive Editing Project: PR Training Document and Urban Outfitters Creative Brief

This memo transmits the revised versions of two key documents for review and feedback. The focus of these revisions was on addressing editing and design goals, as outlined in the initial proposal.

Documents Transmitted:

1. PR Training Document
2. Urban Outfitters Creative Brief

Key Points:

- Both documents have undergone comprehensive editing to enhance clarity, coherence, and alignment with the design goals set forth in the proposal.
- Significant improvements include:
 - Streamlined structure and formatting for better readability.
 - Refined content to ensure accuracy and relevance.
 - Enhanced visual and design elements to meet project requirements.

Recommendations and Findings:

- The revised PR Training Document now reflects a more organized approach, making it easier to follow and implement.
- The Urban Outfitters Creative Brief has been adjusted to ensure a clearer presentation of deliverables, timelines, and key points for effective communication with stakeholders.

Attachments:

- Copy Marked PR Training Document
- Revised PR Training Document
- Copy Marked Urban Outfitters Creative Brief
- Revised Urban Outfitters Creative Brief

Thank you for your attention to this matter. I look forward to your feedback.

Best,
Leyna Slivka

Letter of Transmittal

To: Tigerlily Cooley, Manager

Business: Tenth House Agency

From: Leyna Slivka

Date: August 7, 2024

Subject: Transmission of Revised PR Training Document and Urban Outfitters Creative Brief

Dear Tigerlily,

I am pleased to submit the revised versions of the PR Training Document and the Urban Outfitters Creative Brief. These documents have been comprehensively edited to address the specific goals and requirements discussed during our previous meetings.

I edited the PR Training Document for improved clarity, coherence, and practical application. It now provides a streamlined and organized approach to training, ensuring that all key elements are clearly communicated. Adjustments have been made to improve readability and align the content with the training objectives. The document now features a more logical flow and detailed instructions.

The Urban Outfitters Creative Brief has undergone significant refinement to enhance its structure and presentation. The revisions focus on clear delineation of deliverables, timelines, and key points to ensure effective execution of the project. The brief has been reorganized to highlight essential deliverables and timelines, facilitating smoother project management and stakeholder communication.

Please review the attached documents at your earliest convenience. If you have any additional feedback or questions, please do not hesitate to contact me.

Thank you for your time and allowing me the opportunity to edit these documents for you!

Best,

Leyna

PR TRAINING FOR SUBMITHUB & GROOVER ||



What is SubmitHub?

SubmitHub is an online platform designed to facilitate the submission of music from artists to music bloggers, playlisters, radio stations, and other music curators. Founded in 2015 by Jason Grishkoff, the creator of Indie Shuffle, SubmitHub aims to streamline the process of connecting artists with potential curators.

Here's how SubmitHub typically works:

Submission Process: Artists upload their songs to SubmitHub and ^{select} choose which

~~curators they want to send their music to. Curators include bloggers, playlisters, DJs,~~
^{they want to send their music to}
~~and others who actively seek new music to feature or promote.~~

Feedback Mechanism: Curators have the option to listen to the submitted songs and provide feedback or review. They can either approve or reject a submission, often accompanied by constructive criticism or reasons for their decision.

Credit System: SubmitHub operates on a credit-based system where artists purchase credits to submit their music to curators. Each submission costs a certain number of credits, and artists can earn credits back if their submissions are approved by curators.

Promotional Potential: Getting featured or approved by curators on SubmitHub can lead to increased exposure for artists, potentially increasing their fan base, streams, and overall visibility in the music industry.

Subjectivity: It's important to note that music taste is subjective, and not all submissions will be successful. Artists should be prepared for feedback, both positive and negative, and use it constructively to improve their craft.

Overall, SubmitHub serves as a bridge between emerging or independent artists looking for exposure and curators seeking fresh music to feature. It's a tool that leverages technology to make the music submission and discovery process more efficient and accessible for both parties involved.

SubmitHub PR Steps:

Once logged in

Use an Artists Profile (Tiger La Flor)

1. Log In: Use the artist profile (e.g. Tiger La Flor).

Step 1: Click "Submit A Song" button

Step 2: Click "Upload a new song or Album or EP"

Step 3: (Private link youtube video) (Pitch video)

Step 4: Check unreleased

Step 5: Fill in May 30th 2024, 12am

Step 6: Tiger La Flor

Step 7: hollywood cemetery

Step 8: Language: English

Step 9: Radio Friendly

Step 10: submit lyrics (all lowercase)

Step 11: What can you tell us about this song section: (you can use past submissions to

look at how to edit past press release. ChatGPT to re-edit)

Step 12: Submit to curators (premium credits)

Step 13: Similar Artists (Lana Del Rey, Cigarettes After Sex)

Step 14: Genres (Indie Pop, Alt Pop, Dream Pop)

Step 15: Moods (Chill, Moody, Dark)

Step 16: Honest feedback

Step 17: Communications preferences (tigerlaflor@gmail.com)

Step 18: Permission to upload and monetize

Step 19: Pick Curator

WS
Use a
numerical
list

When Picking Curators

- Click "How they share", ~~only~~ ^{and} check the box ^{for} music blog ^{only.}
- Priority with submissions: ~~with last two (living in the 90s, rope bunny) that were approved~~ ^{check previous successful submissions (e.g., "Living in the 90s", "Rope Bunny")} ^{and repitch if necessary.}
- ~~Repitch to other ones with submissions~~
- ~~Look through past submissions (living in the 90s and rope bunny)~~

Custom Pitch Message Example:

~~Add pitch, personalized message (use pitch for everyone)~~

- "Final single off rising Japanese-Korean-American artist Tiger La Flor's debut EP "see me in hell" out May 30 in honor of AAPI Heritage Month this May. She'll share all press on her socials (320,000+)"

~~(Use this to highlight the best accolades)~~

GROOVER



What is Groover?

Groover is an innovative platform that facilitates ^{connects artists} music promotion by connecting artists directly with music curators and professionals. ^{simplifying music promotion}

^{How to Get} Here's how you can get started on Groover:

1. ^{Start}
Upload Your Track: Begin by starting a campaign and adding the track you wish to promote. You can upload your track using a YouTube link (which can be unlisted) or a SoundCloud link (which ^{Private Shareable} can be private if shareable).

2. ^{appropriate}
Select Curators & Pros: Choose the music curators and professionals you want to reach out to. ^{using} Utilize filters to find the most suitable curators for your style of music. Click ^{review} on their profiles to gather ^{for suitability} more information.

3. ^{that provides highlights}
Craft Your Pitch: Write a concise pitch for your track, providing context and highlighting your goals. You can personalize your message ^{to} for each influencer to ^{for better} make it more engaging and relevant. For tips on crafting the perfect pitch, refer to our guide [here](link to the guide).

4. ^e
Purchase Grooviz: Before finalizing your campaign, buy Grooviz, ^e the tokens used to send your music to blogs, radios, and music pros on Groover. Each contact costs 2 Grooviz, with 1 Grooviz equivalent to €1. ^{each contact costs 2 Grooviz.}

5.
^

Launch Your Campaign: Validate your campaign after reviewing the summary. You can expect feedback within 7 days. If some curators do not respond within this period, ^{unresponsive curators will result in} you will receive Grooviz back, ^{Grooviz being} allowing you to contact others or reconnect with the same ^{returned for future use.} influencers. Currently, our response rate stands at approximately 90%, making it a highly effective platform for promotion.

6.
^

Complete Your Profile: After launching your campaign, ensure your profile is complete with relevant information about yourself and your project. This information is valuable to music professionals who may want to learn more about you.

^{facilitates music promotion by} Groover simplifies the process of promoting your music by providing direct access to a network of curators and professionals, ^{enhancing} helping you gain exposure and valuable ^{opportunities.} feedback for your music.

Groover PR Steps

1. Step 1: Start campaign

2. Step 2: Fill in "Add track info" ^{using a Soundcloud or video link} (Shareable/Private).

*use soundcloud link or video, share, private share link

3. Step 3: Add a new Track

4. Step 4: Track title, release, etc.

5. Step 5: Include track link and EP info

6. Step 6: Genre (dream pop)

USE
NUMBERING
LIST

7. Step 7: Curator pro type (Check only Journalists, Media outlets)
8. Step 8: Past campaigns (rope bunny) * 2x check to make sure not double submitted *ENSURE no double submissions (e.g. "rope bunny")*
9. Step 9: After adding curator to campaign, add a pitch, add personalized message, See custom Message Template *use*
10. Step 10: Review and Submit

Custom Message Template (customize the name of the artist):

Custom message

Big fan of your writing! Loved your piece on Daniel Fiamango. I am available for interviews and will repost all press features on my social media (320K+ followers). Can also send additional press photos. My contact email is tigerlaflor@gmail.com. Thank you so much for taking the time to listen!

Who to Submit To:

<https://www.submithub.com/song/tiger-la-flor-rope-bunny?view=campaigns>

Expand all (9)

Complete: Alfitude (2), Aqm Revista (1), At Cost Magazine (2), BlackPlastic.co.uk (3), buffaBLOG (3), CLOUT (2), Conversations About Her (3), Darkenin Heart (3), Digital Tour Bus (3), DNÜ (2), EARMILK (2), Electrozombies (4), End Sessions (3), EXTRAFAFRENCH (2), Fashionably-Early (2), Flex (1), Get Some Magazine (2), Grotesqualizer (3), I Don't Hear A Single (1), IGGY Magazine (3), IndieTapes (2), Keep Walking Music (2), Last Day Deaf (2), Lefuturewave (3), Motel Void: Indie Blog (2), Music On The Rox (3), musik3000 (2), Nagamag (2), Niche Music (2), Oleada Indie (2), Opencall Magazine (2), ParaPOP (3), Perspective (2), Phonograph Me (2), Pop Passion Blog (2), Queen City Sounds and Art (2), Radio Castor (2), Riptide Mag (3), Somos Grandes (2), SoundVille. (2), Start Track (3), The Cape Creative Collective (2), The Wild Is Calling (2), Tonic Grain (3), TURTLENEK (2), Visual Atelier 8 (2), Voxwave Magazine (1), Zero Music Magazine (1)

Refunded: Music To Shake A Hoof (1), Mystic Sons (2), The Luna Collective (1)

No response (refunded): CULTR (1), Fashionably-Early (2), Purple Melon Music (1), The Chrd (Chord) Magazine (1)

<https://www.submitHub.com/song/tiger-la-flor-living-in-the-90s?view=campaigns>

Complete: Alfitude (2), Andre Ladaniwski (3), Atlas (2), BOOT- -MUSIC (2), Bravo Revista (1), CLOUT (2), Darkenin Heart (3), Darkus Magazine (1), Destroy//Exist (3), Direct Actu (2), DNÜ (2), EARMILK (2), End Sessions (3), EXTRAFAFRENCH (2), Fashionably-Early (2), Get Some Magazine (1), Glide Magazine (3), Global Money World (2), Gogo (2), Grotesqualizer (3), Hasta La Vista (3), HighClouds (2), I Like To Hear (2), Independent Music Reviews (2), Independent Spirits (2), Indie Boulevard (2), IndieTapes (2), lacaverna.net (3), Last Day Deaf (2), Lefuturewave (3), Luisa Gaffga (3), Material Boy (2), Mau Sangon (2), MemelistasMX (2), mp3hugger (4), Music & Fashion Blog (2), Najinsaan (1), Natiii (2), Neon Music (3), Niche Music (2), Obscure Sound (4), Oleada Indie (2), Opencall Magazine (2), ORBIT (2), Out Of My Mind (3), ParaPOP (3), Pep García (2), Phonograph Me (2), Plan Arteria (2), Podcart (1), Pop Passion Blog (2), Purple Melon Music (1), R+ (2), Red rabbit | Playlists (2), Riptide Mag (3), Roadie Music (3), Rockola Indie (2), SecretEclectic (3), Sofi Reynes (2), Somos Grandes (2), Soulwavez (1), SoundVille. (2), Starburst Records (1), Start Track (3), The Cape Creative Collective (2), The Daily Dose (4), The Luna Collective (1), The Pentatonic (2), The Slow Music Movement (2), The Wild Is Calling (2), Tonic Grain (3), TURTLENEK (2), Unrecorded (1), we love that / sound (3), Weitblick Records (4), Where the Music Meets (3), Widen Island (1), Wolf in a Suit (2), Yellow & Black (3), York Calling (3), Zona Emergente (2)

Refunded: IndieForBunnies (2), Melodic Mag (3)

No response (refunded): buffaBLOG (3), Cheers To The Vikings (2), kid with a vinyl (1), We All Want Someone To Shout For (3), When The Horn Blows (3)

Example SubmitHub Pitch 1: Final single off rising Japanese-Korean-American artist Tiger La Flor's debut EP "see me in hell" out May 30 in honor of AAPI Heritage Month this May. She'll share all press on her socials (320,000+)

(Always end on this)

Example SubmitHub Pitch 2: Project has received support from EARMILK, Ones To Watch, Fashionably Early, and more. She'll share all press on her socials (320,000+ followers)

Prompt for leveraging Chat GBT: [✂] Here is a past press release I did for my song "living in the 90s" - can you update this for my new song "hollywood cemetery" that comes out May 30 as part of my debut EP "see me in hell"? The video will be released May 30 ON VEVO as well which is the same day the EP drops. Please also note that May is AAPI heritage month and I'm Japanese Korean. Credits are the same for this song

((Produced by BuzzGold, mixed by Daniel Brooks (The Marias, Still Woozy) and mastered by the late John Davis (Lana Del Rey, Blur)).

The format should remain the same (3 paragraphs followed by the release dates in bold at the bottom).

Here is the past press release for “living in the 90s”: [Copy this from the release below]

Sample Press Release 1:

(General format is 3 paragraphs followed by the release dates in bold at the bottom)

Rising indie pop star Tiger La Flor is poised to captivate audiences with her release, "hollywood cemetery" which will be part of her upcoming debut EP "see me in hell," will be released on May 30. (opening line should summarize who (me), what (release title), when (release date))

Drawing conceptual inspiration from the iconic Marilyn Monroe and sonically influenced by Mazzy Star, "hollywood cemetery" invites listeners into a Western-inspired dreamscape. With its poignant refrain, "Never wanted the American dream, all I ever wanted was to be buried in Hollywood Cemetery," the song is a dreamy and evocative homage to the allure and tragedy of fame. (brief blurb on the release)

The song was produced by BuzzGold, mixed by Daniel Brooks (The Marias), and mastered by the late John Davis (Lana Del Rey).

(End paragraph with credits)

Both the single and the EP "see me in hell," will be released on May 30 as part of Asian American Pacific Islander Heritage Month which is observed in the United States during the month of May. Tiger La Flor is a rising Japanese-Korean-American artist who's built a loyal following of over 320,000 across socials and has been a vocal advocate for greater representation of AAPI artists in the music industry throughout her career, being honored as a speaker at Asia Society's global Global Talent, Diversity and Inclusion Symposium and interviewed by numerous press outlets globally.

(paragraph two focus on my bio and accolades - roughly 3-4 sentences here of the most relevant/impressive information related to this release)

The EP "see me in hell" has received significant buzz as well as viral traction on TikTok and Instagram. The lead single off the EP, "super8," has surpassed 1 million streams on Spotify and the past singles off the EP have been highlighted by tastemakers like EARMILK, Ones to Watch, Fashionably Early, and Spotify editorial playlists like Indie Pop and Fresh Finds.

(paragraph 3 should tie back to the release highlighting something new which can be additional accolades or a quote about the release from me)

THE DEBUT EP “SEE ME IN HELL” FEATURING “HOLLYWOOD CEMETERY”

RELEASES MAY 30 ON ALL MAJOR STREAMING PLATFORMS

OFFICIAL VIDEO FOR “HOLLYWOOD CEMETERY” WILL BE RELEASED MAY 30 ON VEVO* (*if featuring, will send the VEVO link once live)

(at the bottom include the release dates and where it's getting released)


Sample Press Release 2:

Rising indie pop star tiger del flor is set to transport listeners to a time of grunge, glamour, and the raw energy that defined a generation with her latest release, “living in the 90s,” a nostalgic and cinematic dream pop track off her upcoming debut EP “see me in hell.” As del flor puts it, “‘living in the 90s’ was inspired by VHS tapes my parents took while living in Seattle in the 90s hanging out with local grunge bands. The lyrics were inspired by 90s films like Twin Peaks and Pulp Fiction, while sonically it was inspired by 90s bands like Mazzy Star and The Pixies. It's a lamentation for an era gone by written from the perspective of an aging rockstar, sitting at a bar looking back on their golden days.”

Hailing from the heart of the grunge revolution, Seattle, del flor has been making waves with her distinctive sound. London-based tastemaker Altitude crowned her “ONE OF AMERICA’S MOST PROMISING ROCK NEWCOMERS THIS YEAR” and Plastic Magazine named her “UNDOUBTEDLY AN ARTIST TO WATCH IN THE POP ROCK SCENE.” Having fronted an all-girl grunge band in her youth, del flor has seamlessly transitioned into a successful solo career, amassing millions of streams on Spotify and cultivating a dedicated fanbase on TikTok and Instagram. Her releases consistently top Hype Machine charts, earning acclaim from global tastemakers. Not just a musical force, del flor is an advocate for greater representation of AAPI artists in the entertainment industry, earning recognition from both Asia Society and Joysauce.

In del flor's own words, her artistic vision draws inspiration from the tragic glamour of old Hollywood, rock & roll, and a nostalgia for timeless beauty in the ephemeral. "Living in the 90s" perfectly encapsulates this vision, taking listeners on a journey through a world of excessive pleasure and the haunting beauty of wasted youth. Produced by BuzzGold, mixed by Daniel Brooks (The Marias, Still Woozy) and mastered by the late John Davis (Lana Del Rey, Blur), the single is set to be a standout addition to tiger del flor's growing discography, cementing her status as one of the most promising rising acts in the indie pop scene.

SONG RELEASES WEDNESDAY, NOVEMBER 29 ON ALL MAJOR STREAMING PLATFORMS

OFFICIAL VIDEO WILL BE RELEASED DECEMBER 8 ON VEVO* (*if featuring, will
send the VEVO link once live) 

PR TRAINING FOR SUBMITHUB & GROOVER



What is SubmitHub?

SubmitHub is an online platform designed to facilitate the submission of music from artists to music bloggers, playlisters, radio stations, and other music curators. Founded in 2015 by Jason Grishkoff, the creator of Indie Shuffle, SubmitHub aims to streamline the process of connecting artists with potential curators.

Here's how SubmitHub typically works:

Submission Process: Artists upload their songs to SubmitHub and select which curators (bloggers, playlist curators, DJs, etc.) they want to send their music to.

Feedback Mechanism: Curators listen to the submitted songs and provide feedback. They can approve or reject submissions, often offering constructive criticism.

Credit System: Artists purchase credits to submit their music to curators, with a different number of credits depending on the submission. Artists earn back credits when their submissions are approved by curators.

Promotional Potential: Being featured or approved by curators on SubmitHub can lead to increased exposure for artists, boosting their fan base, streams, and visibility.

Subjectivity: Music taste is subjective, so not all submissions will be successful. Artists should use feedback constructively to refine their craft.

Overall, SubmitHub connects emerging or independent artists with curators, making the music submission and discovery process more efficient and accessible.

Submithub PR Steps:

1. Log In: Use the artist profile (e.g., Tiger La Flor).
2. Click "Submit A Song" Button.
3. Click "Upload a New Song or Album/EP."
4. Paste in the song link

<https://soundcloud.com/tigerlaflor/hollywood-cemetery-1/s-fntPmmPhB5m>

5. Check "Unreleased."

6. Fill in Release Date: September 5, 2024, 12 AM.
7. Fill in Artist Name : Tiger La Flor.
8. Fill in Song Title: Hollywood Cemetery
9. Language: English
10. Check "Radio Friendly " Button.
11. Insert lyrics (All Lowercase).
12. Describe the Song: Use past submissions to guide edits or utilize ChatGPT for re-editing.
13. Submit to Curators (Premium Credits).
14. Similar Artists: Lana Del Rey, Cigarettes After Sex.
15. Genres: Indie Pop, Alt Pop, Dream Pop.
16. Moods: Chill, Moody, Dark.
17. Check "Honest Feedback."
18. Communication Preferences: tigerlaflor@gmail.com.
19. Check "Permission to Upload and Monetize."
20. Pick Curator.

When Picking Curators

- **Click "How They Share"** and check the box for "Music Blog" only.
- **Prioritize Submissions:** Check previous successful submissions (e.g., "Living in the 90s," "Rope Bunny") and repitch if necessary.
- **Personalize Pitch:** Use a tailored message for each curator, highlighting key accolades and relevant details.

Custom Pitch Message Example:

“Final single off rising Japanese-Korean-American artist Tiger La Flor's debut EP "see me in hell" out May 30 in honor of AAPI Heritage Month this May. She'll share all press on her socials (320,000+)”

GROOVER



What is Groover?

Groover is an innovative platform that connects artists directly with music curators and professionals, simplifying music promotion.

How to Get Started on Groover:

1. **Upload Your Track:** Start a campaign and upload your track using a YouTube (unlisted) or SoundCloud (private shareable) link.

2. **Select Curators & Pros:** Choose the appropriate music curators and professionals using filters. Review their profiles for suitability.
3. **Craft Your Pitch:** Write a concise pitch that provides context and highlights your goals. Personalize your message to each influencer for better engagement.
4. **Purchase Grooviz:** Buy Grooviz tokens, with 1 Grooviz equaling €1. Each contact costs 2 Grooviz.
5. **Launch Your Campaign:** Validate your campaign after reviewing. Expect feedback within 7 days. Unresponsive curators will result in Grooviz being returned for future use.
6. **Complete Your Profile:** Ensure your profile has relevant information for music professionals.

Groover facilitates music promotion by providing direct access to curators and professionals, enhancing exposure and feedback opportunities.

Groover PR Steps:

1. Start Campaign.
2. Fill in "Add Track Info" using a SoundCloud or video link (shareable/private).
3. Add a New Track.
4. Enter Track Title, Release Date, etc.
5. Include Track Link and EP Info.
6. Select Genre (Dream Pop).
7. Curator Pro Type: Check only "Journalists, Media Outlets."
8. Past Campaigns: Ensure no double submissions (e.g., "Rope Bunny").
9. Add Pitch and Personalized Message: Use custom message templates.

10. Review and Submit.

Custom Message Template:

Custom message

Big fan of your writing! Loved your piece on Daniel Fiamango. I am available for interviews and will repost all press features on my social media (320K+ followers). Can also send additional press photos. My contact email is tigerlaflor@gmail.com. Thank you so much for taking the time to listen!

Who to Submit To:

<https://www.submithub.com/song/tiger-la-flor-rope-bunny?view=campaigns>

Expand all (9)
Complete: Alftude (2), Aqm Revista (1), At Cost Magazine (2), BlackPlastic.co.uk (3), buffaBLOG (3), CLOUT (2), Conversations About Her (3), Darkenin Heart (3), Digital Tour Bus (3), DNÜ (2), EARMILK (2), Electrozombies (4), End Sessions (3), EXTRAFAFRENCH (2), Fashionably-Early (2), Flex (1), Get Some Magazine (2), Grotesqualizer (3), I Don't Hear A Single (1), IGGY Magazine (3), IndieTapes (2), Keep Walking Music (2), Last Day Deaf (2), Lefuturewave (3), Motel Void: Indie Blog (2), Music On The Rox (3), musik3000 (2), Nagamag (2), Niche Music (2), Oleada Indie (2), Opencall Magazine (2), ParaPOP (3), Perspective (2), Phonograph Me (2), Pop Passion Blog (2), Queen City Sounds and Art (2), Radio Castor (2), Riptide Mag (3), Somos Grandes (2), SoundVille. (2), Start Track (3), The Cape Creative Collective (2), The Wild Is Calling (2), Tonic Grain (3), TURTLENEK (2), Visual Atelier 8 (2), Voxwave Magazine (1), Zero Music Magazine (1)
Refunded: Music To Shake A Hoof (1), Mystic Sons (2), The Luna Collective (1)
No response (refunded): CULTR (1), Fashionably-Early (2), Purple Melon Music (1), The Chrd (Chord) Magazine (1)

<https://www.submithub.com/song/tiger-la-flor-living-in-the-90s?view=campaigns>

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Refunded: IndieForBunnies (2), Melodic Mag (3)

No response (refunded): buffaBLOG (3), Cheers To The Vikings (2), kid with a vinyl (1), We All Want Someone To Shout For (3), When The Horn Blows (3)

Example SubmitHub Pitch 1: Final single off rising Japanese-Korean-American artist Tiger La Flor's debut EP "see me in hell" out May 30 in honor of AAPI Heritage Month this May. She'll share all press on her socials (320,000+)

Example SubmitHub Pitch 2: Project has received support from EARMILK, Ones To Watch, Fashionably Early, and more. She'll share all press on her socials (320,000+ followers)

Prompt for leveraging Chat GBT: Here is a past press release I did for my song "living in the 90s" - can you update this for my new song "hollywood cemetery" that comes out May 30 as part of my debut EP "see me in hell"? The video will be released May 30 ON VEVO as well which is the same day the EP drops. Please also note that May is AAPI heritage month and I'm Japanese Korean. Credits are the same for this song ((Produced by BuzzGold, mixed by Daniel Brooks (The Marias, Still Woozy) and mastered by the late John Davis (Lana Del Rey, Blur)).

The format should remain the same (3 paragraphs followed by the release dates in bold at the bottom).

Here is the past press release for “living in the 90s”: [Copy this from the release below]

Sample Press Release 1:

(General format is 3 paragraphs followed by the release dates in bold at the bottom)

Rising indie pop star Tiger La Flor is poised to captivate audiences with her release, "hollywood cemetery" which will be part of her upcoming debut EP "see me in hell," will be released on May 30.

Paragraph 1: (opening line should summarize who (me), what (release title), when (release date))

Drawing conceptual inspiration from the iconic Marilyn Monroe and sonically influenced by Mazzy Star, "hollywood cemetery" invites listeners into a Western-inspired dreamscape. With its poignant refrain, "Never wanted the American dream, all I ever wanted was to be buried in Hollywood Cemetery," the song is a dreamy and evocative homage to the allure and tragedy of fame.

Paragraph 2: (brief blurb on the release)

The song was produced by BuzzGold, mixed by Daniel Brooks (The Marias), and mastered by the late John Davis (Lana Del Rey).

Paragraph 3: (End paragraph with credits)

[See me in Hell Deck](#)

Both the single and the EP "see me in hell," will be released on May 30 as part of Asian American Pacific Islander Heritage Month which is observed in the United States during the month of May. Tiger La Flor is a rising Japanese-Korean-American artist who's built a loyal following of over 320,000 across socials and has been a vocal advocate for greater representation of AAPI artists in the music industry throughout her career, being honored as a speaker at Asia Society's global Global Talent, Diversity and Inclusion Symposium and interviewed by numerous press outlets globally.

(paragraph two focus on my bio and accolades - roughly 3-4 sentences here of the most relevant/impressive information related to this release)

The EP "see me in hell" has received significant buzz as well as viral traction on TikTok and Instagram. The lead single off the EP, "super8," has surpassed 1 million streams on Spotify and the past singles off the EP have been highlighted by tastemakers like

EARMILK, Ones to Watch, Fashionably Early, and Spotify editorial playlists like Indie Pop and Fresh Finds.

(paragraph 3 should tie back to the release highlighting something new which can be additional accolades or a quote about the release from me)

THE DEBUT EP “SEE ME IN HELL” FEATURING “HOLLYWOOD CEMETERY”
RELEASES MAY 30 ON ALL MAJOR STREAMING PLATFORMS

OFFICIAL VIDEO FOR “HOLLYWOOD CEMETERY” WILL BE RELEASED MAY 30 ON
VEVO* (*if featuring, will send the VEVO link once live)

(at the bottom include the release dates and where it's getting released)

Sample Press Release 2:

Rising indie pop star tiger del flor is set to transport listeners to a time of grunge, glamour, and the raw energy that defined a generation with her latest release, “living in the 90s,” a nostalgic and cinematic dream pop track off her upcoming debut EP “see me in hell.” As del flor puts it, “‘living in the 90s’ was inspired by VHS tapes my parents took while living in Seattle in the 90s hanging out with local grunge bands. The lyrics were inspired by 90s films like Twin Peaks and Pulp Fiction, while sonically it was inspired by 90s bands like Mazzy Star and The Pixies. It's a lamentation for an era gone by written from the perspective of an aging rockstar, sitting at a bar looking back on their golden days.”

Hailing from the heart of the grunge revolution, Seattle, del flor has been making waves with her distinctive sound. London-based tastemaker Altitude crowned her “ONE OF AMERICA’S MOST PROMISING ROCK NEWCOMERS THIS YEAR” and Plastic Magazine named her “UNDOUBTEDLY AN ARTIST TO WATCH IN THE POP ROCK SCENE.” Having fronted an all-girl grunge band in her youth, del flor has seamlessly transitioned into a successful solo career, amassing millions of streams on Spotify and cultivating a dedicated fanbase on TikTok and Instagram. Her releases consistently top Hype Machine charts, earning acclaim from global tastemakers. Not just a musical force, del flor is an advocate for greater representation of AAPI artists in the entertainment industry, earning recognition from both Asia Society and Joysauce.

In del flor's own words, her artistic vision draws inspiration from the tragic glamour of old Hollywood, rock & roll, and a nostalgia for timeless beauty in the ephemeral. "Living in the 90s" perfectly encapsulates this vision, taking listeners on a journey through a world of excessive pleasure and the haunting beauty of wasted youth. Produced by BuzzGold, mixed by Daniel Brooks (The Marias, Still Woozy) and mastered by the late John Davis (Lana Del Rey, Blur), the single is set to be a standout addition to tiger del flor’s growing discography, cementing her status as one of the most promising rising acts in the indie pop scene.

SONG RELEASES WEDNESDAY, NOVEMBER 29 ON ALL MAJOR STREAMING
PLATFORMS

OFFICIAL VIDEO WILL BE RELEASED DECEMBER 8 ON VEVO* (*if featuring, will
send the VEVO link once live)

Urban Outfitters x Tiger La Flor Artist Content Brief

Sample Spotify Artist Playlist:

[Tiger La Flor x Urban Outfitters](#)

→ Deliverable Ideas:

◆ Deliverable 1: Styling for Photoshoot using Urban Outfitters

- ^{Content:} 1 IG Reel crossposted to TikTok
 - Concept: "GRWM for a photoshoot" or "How I styled urban outfitters for a photoshoot" or "The inspo vs the pic"
 - Reference Videos:
 - [Reference 1](#)
 - [Reference 2](#)
 - 3 looks total (All Urban Outfitters Pieces)
 - GRWM short-form video portion shot at the [ranch](#)
 - Photoshoot photos shot on film/digital shot at cool retro locations out around Joshua Tree and Palm Springs
 - In feed IG Reel and TikTok on [@tiger.del.flor](#) socials with [@urbanoutfitters](#) tagged in caption and post
 - Licensing for paid and organic usage

◆ Idea 2: Cowgirl Coquette Photoshoot using Urban Outfitters

- ^{Content:} 10 image IG Carousel
 - Taken outdoors in the desert or retro locations around Joshua Tree and Palm Springs and at the [ranch](#)
 - 3 looks total (All Urban Outfitters Pieces)
 - In feed instagram post on [@tiger.del.flor](#) socials with [@urbanoutfitters](#) tagged in caption and post
 - Licensing for paid and organic usage

Timeline:

- **Shoot Dates:** Saturday, June 29th - Sunday, June 30th
- ^{deliverables:} **Tuesday, July 9th** for deliverables if shot on film
- **Tuesday, July 2nd** for deliverables if shot on digital (after processing, usually takes 1 week)
 - Deliver film photos after processing (usually takes 1 week to process film)
 - Can edit the videos that week

Photoshoot Ranch Location:

[Purple Moonlight Ranch Website](#)

[Purple Moonlight Ranch Photoshoot Location IG](#)

Creative Director:

Brea Lynn IG

Hair Stylist + Makeup Artist:

[Dariia Balaban Website](#)

Dariia Balaban IG

Moodboard:



^{Links:}
iCloud Link with videos:

^{videos}
<https://www.icloud.com/sharedalbum/#B1A5oqs3qHym57Q>

Edited Photos

<https://www.icloud.com/sharedalbum/#B0iJ0DiRHtDrthk>

Video Recap:

- There are 5 videos in the album. I've provided a brief recap of each video's content.

Content Categories:

Accessories Haul

UO unboxing - accessories haul

- ^{Title:} TO: "urban outfitters west coast cowgirl accessories haul"
- ^{Length:} Length: 1:28
- ^{Description:} Walking through favorite accessories from UO for upcoming western record

Clothing Haul

UO unboxing - clothing haul

- ^{Title:} TO: "urban outfitters west coast cowgirl clothing haul"
- ^{Length:} Length: 1:28
- ^{Description:} Urban Outfitters clothing haul and try on

Wearing vs Styling

- ^{Title:} TO: "wearing vs. styling my clothes ft. urban outfitters"
- ^{Length:} Length: 0:18
- ^{Music:} Music: most wanted man by Tiger La Flor
- Showcasing wearing UO outfit vs. styling with accessories

GRWM for a photo shoot

- ^{Title:} TO: "grwm for a photoshoot ft. urban outfitters"
- ^{Length:} Length: 1:26
- ^{Music:} Music: Super 8 by Tiger La Flor
- Voice over GRWM for a photoshoot

OOTDs

- ^{Title:} TO: "cowgirlcore ootds" (3 outfit video)

- Length: 0:30
- Music: Save a horse break a heart by Tiger La Flor
- 3 different UO outfits with names:
 - Look 1- harleys angel
 - Look 2- coquette cowgirl
 - Look 3- rodeo princess

Edit Requests:

- We are open to any edits or changes you would like us to make.

~~Looks and Requested Items~~

Shipping Info

- Name: Tigerlily Cooley
- Shipping Address: 6632 W 87th St Los Angeles, CA 90045

Urban Outfitters Pieces:

- Look 1 "Addicted to Americana"
 - [For Love & Lemons Sora Eyelet Mini Dress](#)



Shrink all
photos

- Size: XXS
- Color: N/A
- Item: [Jeffrey Campbell Sweet On U Kitten Heel Sandal](#)
 - Size: 6
 - Color: N/A



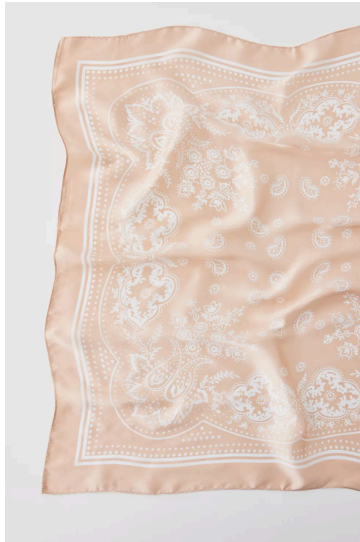
-
- Item: [Velvet Luna Fay Pearls Necklace](#)
 - Size: OS
 - Color: N/A



-
- Item: [Levi's® The Trucker Patched Denim Jacket](#)
 - Size: S (XS if available, but appears unavailable)
 - Color: N/A



-
- Item: [8 Other Reasons Printed Bandana](#)
 - Size: OS
 - Color: Ivory



-
- Item: [Vintage Lydia Square Sunglasses](#)
 - Size: OS
 - Color: N/A



-
- Item: [Lacey Lace-Up Knee High Sock](#)
 - Size: OS
 - Color: White



-
- Look 2 “Cowgirl Coquette”
 - Item: [Vintage Boa Rectangle Sunglasses](#)
 - Size: OS
 - Color: N/A



- - Item: [Sage & Saber Mixed Metals Heart & Bow Watch Choker Necklace](#)
 - Size: OS
 - Color: N/A



- - Item: [Azalea Wang Upbeat Rhinestone Cowboy Boot](#)
 - Size: 6
 - Color: White



- - Item: [8 Other Reasons Star Deco Trim Cowboy Hat](#)
 - Size: OS
 - Color: N/A



- - Item: [For Love & Lemons Daisy Mae Strapless Midi Dress](#)



-
- **Size: XXS**
- **Color: N/A**
- **Item: Dickies [Herndon Denim Jacket](#)**
 - **Size: S (XS if available but appears sold out)**
 - **Color: N/A**



-
- Item: [Slim Satin & Lace Hair Bow Barrette Set](#)
 - Size: White
 - Color: OS



-
- Item: [Meadow Statement Ring Set](#)
 - Size: 6

- **Color: Shiny Gold**



- **Look 3 “Harley’s Angel”**

- **Item: [BDG Bella Baggy No-Waistband Jean](#)**

- **Size: 24**
- **Color: Black**



- **Item: [Jeffrey Campbell Harness Moto Boot](#)**

- **Size: 6**
- **Color: Black**



-
- Item: [Levi's® Western Denim Trucker Jacket](#)
 - Size: XS
 - Color: N/A



-
- Item: [Vintage Gizelle Oversized Sunglasses](#)
 - Size: OS
 - Color: N/A



-
- Item: [Shop Charming Tea Unique Western Charm Necklace](#)
 - Size: OS
 - Color: N/A



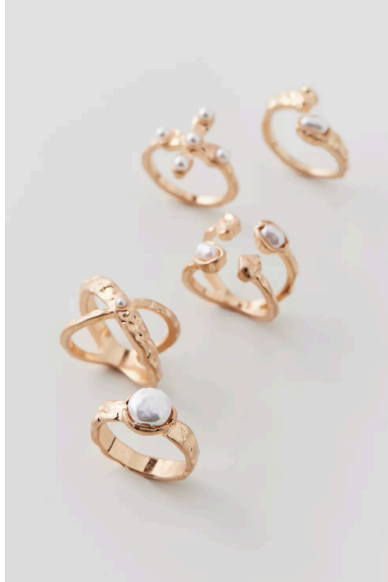
-
- Item: [Embellished Cowboy Hat](#)
 - Size: OS
 - Color: Black



-
- Item: [Silence + Noise Maria Embellished Flyaway Halter Top](#)
 - Size: Black
 - Color: XS



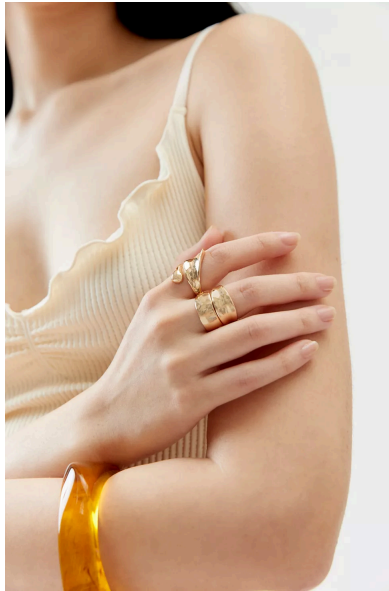
-
- Item: [Delicate Pearl Ring Set](#)
 - Size: 6
 - Color: Gold



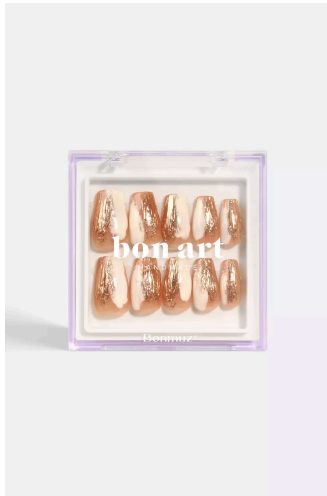
-
- Item: [Satin Hair Bow Barrette](#)
 - Size: OS
 - Color: White



-
- For All Looks
 - Item: [Statement Metal Ring Set](#)
 - Size: 6
 - Color: Gold



- - Item: [Bonmuz Pro Handmade Gel Nail Set](#)
 - Size: OS
 - Color: Gilded Creme



Urban Outfitters x Tiger La Flor Artist Content Brief

Sample Spotify Artist Playlist:

[Tiger La Flor x Urban Outfitters](#)

Deliverable Ideas:

Styling for Photoshoot using Urban Outfitters

- **Content:**
 - 1 Instagram Reel crossposted to TikTok
 - Concepts: “GRWM for a photoshoot,” “How I styled Urban Outfitters for a photoshoot” or “The inspo vs the pic”
 - **Reference Videos:**
 - [Reference 1](#)
 - [Reference 2](#)
 - **Details:**
 - 3 looks total (All Urban Outfitters Pieces)
 - GRWM short-form video portion shot at the [ranch](#)
 - Photoshoot photos shot on film/digital shot at retro locations out around Joshua Post on [@tiger.del.flor](#) socials with [@urbanoutfitters](#) tagged in caption
 - Licensing for paid and organic usage
 - **Timeline:**
 - Shoot Dates: Saturday, June 29th-Sunday June 30th
 - Deliverables:
 - Tuesday, July 2nd for digital
 - Tuesday July 9th for film (after processing, usually takes 1 week)

Cowgirl Coquette Photoshoot using Urban Outfitters

- **Content:**
 - 10 image IG Carousel
 - Taken outdoors in desert or retro locations around Joshua Tree and Palm Springs, and at the [ranch](#)
 - 3 looks (All Urban Outfitters Pieces)
 - Post on [@tiger.del.flor](#) socials with [@urbanoutfitters](#) tagged in caption
 - Licensing for paid and organic usage
- **Timeline:**

- [illegible]

iCloud Links:

- **Videos:** <https://www.icloud.com/sharedalbum/#B1A5ogs3qHym57Q>
- **Edited Photos:** <https://www.icloud.com/sharedalbum/#B0iJ0DiRHtDrthk>

Video Recap:

- Accessories Haul:
 - Title: "urban outfitters west coast cowgirl accessories haul"
 - Length: 1:28
 - Description: Walking through favorite accessories from UO for upcoming western record
- Clothing Haul:
 - Title: "urban outfitters west coast cowgirl clothing haul"
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 - Description: Urban Outfitters clothing haul and try on
- Wearing vs Styling:
 - Title: "wearing vs. styling my clothes ft. urban outfitters"
 - Length: 0:18
 - Music: "most wanted man" by Tiger La Flor
 - Description: Showcasing wearing UO outfit vs. styling with accessories
- GRWM for a Photoshoot:
 - Title: "grwm for a photoshoot ft. urban outfitters"
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 - Music: "Super" 8 by Tiger La Flor
 - Voice over GRWM for a photoshoot
- OOTDs:
 - Title: "cowgirlcore ootds" (3 outfit video)
 - Length: 0:30
 - Music: "save a horse break a heart" by Tiger La Flor
 - Description: 3 different UO outfits with names:
 - Look 1- harleys angel
 - Look 2- coquette cowgirl
 - Look 3- rodeo princess

Edit Requests:

- We are open to any edits or changes you would like us to make.

Shipping Info

- Name: Tigerlily Cooley
- Shipping Address: 6632 W 87th St, Los Angeles, CA 90045

Urban Outfitters Pieces:

- **Look 1 “Addicted to Americana”:**

- Item: [For Love & Lemons Sora Eyelet Mini Dress](#)

- Size: XXS
- Color: N/A



- Item: [Jeffrey Campbell Sweet On U Kitten Heel Sandal](#)

- Size: 6
- Color: N/A



- Item: [Velvet Luna Fay Pearls Necklace](#)

- Size: OS
- Color: N/A



- Item: [Levi's® The Trucker Patched Denim Jacket](#)
 - Size: S (XS if available, but appears unavailable)
 - Color: N/A



- Item: [8 Other Reasons Printed Bandana](#)
 - Size: OS
 - Color: Ivory



- Item: [Vintage Lydia Square Sunglasses](#)
 - Size: OS
 - Color: N/A



■

- Item: [Lacey Lace-Up Knee High Sock](#)

- Size: OS

- Color: White



■

- Look 2 “Cowgirl Coquette”

- Item: [Vintage Boa Rectangle Sunglasses](#)

- Size: OS

- Color: N/A



■

- Item: [Sage & Saber Mixed Metals Heart & Bow Watch Choker Necklace](#)

- Size: OS
- Color: N/A



- Item: [Azalea Wang Upbeat Rhinestone Cowboy Boot](#)

- Size: 6
- Color: White



- Item: [8 Other Reasons Star Deco Trim Cowboy Hat](#)

- Size: OS
- Color: N/A



- Item: [For Love & Lemons Daisy Mae Strapless Midi Dress](#)

- Size: XXS

- **Color:** N/A



- **Item:** Dickies [Herndon Denim Jacket](#)
 - **Size:** S (XS if available but appears sold out)
 - **Color:** N/A



- **Item:** [Slim Satin & Lace Hair Bow Barrette Set](#)
 - **Size:** White
 - **Color:** OS



- **Item:** [Meadow Statement Ring Set](#)
 - **Size:** 6
 - **Color:** Shiny Gold



■

- Look 3 “Harley’s Angel”:

- Item: [BDG Bella Baggy No-Waistband Jean](#)

- Size: 24

- Color: Black



■

- Item: [Jeffrey Campbell Harness Moto Boot](#)

- Size: 6

- Color: Black



■

- Item: [Levi’s® Western Denim Trucker Jacket](#)

- Size: XS

- Color: N/A



- Item: [Vintage Gizelle Oversized Sunglasses](#)

- Size: OS
- Color: N/A



- Item: [Shop Charming Tea Unique Western Charm Necklace](#)

- Size: OS
- Color: N/A



- Item: [Embellished Cowboy Hat](#)

- Size: OS
- Color: Black



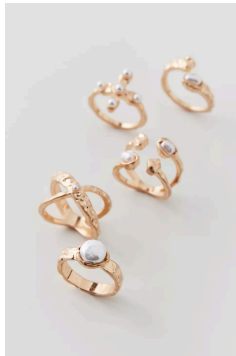
- Item: [Silence + Noise Maria Embellished Flyaway Halter Top](#)

- Size: Black
- Color: XS



- Item: [Delicate Pearl Ring Set](#)

- Size: 6
- Color: Gold



- Item: [Satin Hair Bow Barrette](#)

- Size: OS
- Color: White



■

- **For All Looks:**

- **Item:** [Statement Metal Ring Set](#)

- **Size:** 6

- **Color:** Gold

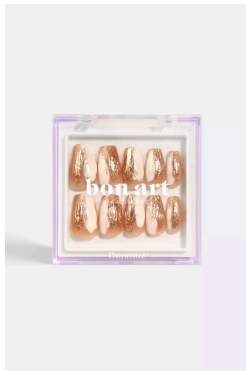


■

- **Item:** [Bonmuz Pro Handmade Gel Nail Set](#)

- **Size:** OS

- **Color:** Gilded Creme



■